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**WEST BANK/GAZA**

## FACT SHEET

DEMOCRACY AND GOVERNANCE OFFICE

PROJECT PROFILE

Independent Media Development Program *Aswatona*

JUNE 2010



*Television Training for Young Palestinian Journalists*

### CHALLENGES

- Limited resources that must be shared by a large pool of outlets.
- Proving to people that the local media is worth talking to and worth watching (TV) and worth listening to (radio).
- Competition with international and well-funded satellite Channels.
- Chaotic policy and enabling environment.
- Complicated and unstable political context

### Project Overview

*Aswatona* raises citizen awareness of and involvement in community issues by supporting independent local television and radio stations. Training the media to monitor and report accurately on the Palestinian Authority bolsters transparency at both the local and national levels and encourages reform-minded discussion

### Goals

- To improve citizen awareness and involvement in community-level democracy and governance issues.
- To increase and improve the coverage of local news, including local examples of accountable and transparent justice at work, good governance and anti-corruption.

### Activities

*Aswatona* works with journalists to enhance their role in society as both reporters and activators, including workshops on the rights, responsibilities and protection of journalists, as well as trainings on various subjects such as maintaining objectivity, reporting on sensitive topics, and covering legal, legislative and municipal issues.

Through small production and capacity building grants, *Aswatona* works with local media and non-governmental organizations to increase the quantity and quality of local news and programming that improves citizen awareness and involvement at the community level.

In addition, *Aswatona* provides workshops and in-house mentoring on business and strategic planning, sales and marketing, and audience research. From seminars on law and its implementation, to strengthening the voice of media associations in setting standards for the industry, *Aswatona* helps independent media to play a more positive role in society.

### Successes

- Helped local media increase audiences from 18% in 2006 to 53% in 2009 for TV stations and from 46 % in 2006 to 84% in 2009 for local radio stations.
- Assisted partner stations in realizing an average 10% increase in revenue from advertising between 2007 and 2008.
- Supported the growth of local productions covering local issues, with almost 40% of air time in 2010 occupied by 45 programs that address local issues of public interest.



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*Citizen journalist video training in Gaza*

- Aided local partners in improving the quality of their programming. According to recent surveys, 52% of partner station audiences see the improvement and expansion of local issues coverage over a one-year period.
- Assisted partner stations in meeting the requirements of the new draft media law, all of which now fulfill these requirements.
- Created a platform between governing bodies and their constituents, resulting in improved accountability and service delivery, as well as helped to initiate a new Coalition for Independent Audio-Visual Media to improve media regulation.
- Played a key role in forming two networks for TV and radio stations, resulting in greater coordination and sharing of resources for wider coverage of local issues throughout the West Bank and Gaza.

#### Project Detail

Implementing Partner: PACT Inc; Life of Project: 09/29/2006-07/31/2010; Total Estimated Cost: \$6,000,000.

#### CONTACT INFO

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